

**A DEMONSTRATION**

of the Aubrey Sisters Beautifiers and Toilet Preparations. On Special Counter, near main entrance.

# THE PORTEOUS & MITCHELL COMPANY

**EASTER CARDS**

and Booklets in all the latest ideas—prices 1c to 25c. At Book department.

## 1873 THE LAST DAY OF OUR 39th ANNIVERSARY SALE 1912

When the store closes Tonight our Anniversary Sale will end. Our Anniversary Sales are important occasions, as in addition to our Annual Spring Opening in every department of the store we are having

### A SERIES OF CELEBRATION SALES

**The Offerings** comprised in this Thirty-ninth Anniversary Sale include only the newest and most staple kinds of Spring Merchandise and involve every department in our store.

**LOOK** for the Anniversary Specials. Every item will be prominently displayed on our counters and special price tickets will help you locate the Anniversary offerings.

#### MEN'S WEAR

Anniversary specials in Men's Neckwear, Suspenders, Hosiery, Shirts, Underwear, Suits and Top Coats.

Men's New Spring Neckwear, in all the latest shapes and colorings—Anniversary Price 35c, regular price 50c.

Men's Suspenders, last quality line elastic webbing, calf skin ends—Anniversary Price 19c, regular price 25c a pair.

Men's Fancy Lisle and Japanese Silk Hosiery—Anniversary Price 19c, regular price 25c a pair.

Men's Weighted Shirts and Drawers—Anniversary Price 50c, regular price 75c.

Men's White Shirts, the celebrated "Pinkies"—Anniversary Price \$1.25, regular price \$1.50 a pair.

Men's Blue Chambray and Black and White Working Shirts—Anniversary Price 35c, regular price 50c.

Men's Negligee Shirts, newest spring patterns—Anniversary Price 75c, regular price \$1.00.

Men's Saisette Pajamas, in plain and fancy colors—Anniversary Price 95c, regular price \$1.25 a suit.

Men's Heavy Weight Blue Denim Overalls—Anniversary Price 35c, regular price 50c a pair.

Men's Cotton Worsted Working Trousers, in variety of patterns—Anniversary Price \$1.19, regular price \$1.50 a pair.

Men's Spring Weight Blue Serge Suits, guaranteed fast color, lined with Best Quality Serge, in all sizes, regular and stout—Anniversary Price \$12.50, regular price \$15.00.

Men's Spring Weight Top Coats, in black and dark gray, silk faced, to the edge—Anniversary Price \$12.50, regular price \$15.00.

#### BOYS' WEAR

Boys' Silk-lined Golf Caps—Anniversary Price 35c, regular price 50c.

Boys' Knickerbocker and Bloomer Trousers, sizes 4 to 16—Anniversary Price 35c, regular price 50c a pair.

Boys' Two-piece Suits, of navy serge and puttees, sizes 2 to 12—Anniversary Price \$3.39, regular price \$5.00.

Boys' Russian and Blouse Suits, of navy serge and mixtures, sizes 2 to 8—Anniversary Price \$4.39, regular price \$5.00.

Boys' Norfolk and Double-breasted Suits, sizes 2 to 12—Anniversary Price \$5.39, regular price \$6.00.

Boys' Rubber Coats, sizes 4 to 16—Anniversary Price \$2.39, regular price \$3.00.

#### WOMEN'S SWEATERS

Women's and Misses' Coat Sweaters—Anniversary Price \$2.39, regular price \$3.00.

Women's and Misses' Coat Sweaters—Anniversary Price \$3.39, regular price \$5.00.

#### HOSIERY SPECIALS

Some of the best values for Anniversary Week are in the Hosiery Department.

CHILDREN'S Fast Black Ribbed Hosiery, full seamless, sizes 6 to 14—Anniversary Price 35c, regular price 50c a pair.

CHILDREN'S Fast Black Lisle Hosiery, seamless, sizes 6 to 14—Anniversary Price 14c, regular price 19c a pair.

CHILDREN'S Brilliant Lisle Hosiery, fast black, sizes 6 to 14—Anniversary Price 19c, regular price 25c a pair.

WOMEN'S Brilliant Lisle Hosiery, fast black, gauge weight, with garter tops—Anniversary Price 19c, regular price 25c a pair.

WOMEN'S Silk Lisle Hosiery, fast black, medium weight, with garter tops—Anniversary Price 19c, regular price 25c a pair.

WOMEN'S Pure Silk Hosiery, in black, full-fashioned, with lisle tops and lace spliced sides—these are second quality of regular 50c Hosiery—Anniversary Price 25c.

WOMEN'S Fine Quality Black Silk Hosiery, all perfect goods, and regular 75c, value—Anniversary Price 50c.

#### KNIT UNDERWEAR

Two cases of Women's Summer Weight Ribbed Pants, knee length and lace trimmed, both regular and extra large sizes—second quality of 25c and 29c Pants—Anniversary Price 19c.

Women's Medium Weight Ribbed Vests and Pants, long and short sleeve vests, ankle and knee length pants, regular and extra large sizes—Anniversary Price 29c, regular price 35c.

Women's Medium Weight Fine Ribbed Vests and Pants, long and short sleeve vests, ankle and knee length pants, regular and extra large sizes—Anniversary Price 42c, regular price 50c.

#### LONG GLOVES 59c

Women's 14-Button Length Long Silk Gloves, in both black and white, and in all sizes—Anniversary Price 59c, regular \$1.00 value.

#### COTTONS, ETC.

4-4 Brown Sheet—Anniversary Price 53c, value 75c.

4-4 Brown Sheet—Anniversary Price 75c, value 10c.

4-4 Bleached Sheet—Anniversary Price 75c, value 10c.

8-4 Brown and Bleached Sheet—Anniversary Price 19c, value 25c.

Sheet, size 72x90—Anniversary Price 35c, value 50c.

Sheet, size 81x90—Anniversary Price 60c, value 75c.

Sheet, size 81x90—Anniversary Price 60c, value 75c.

Pillow Cases—Anniversary Price 115c, value 15c.

Pillow Cases—Anniversary Price 17c, value 25c.

Cotton Blankets—Anniversary Price 67c, value 85c.

"Woolnap" Blankets—Anniversary Price \$1.64, value \$2.00.

Wool Blankets—Anniversary Price \$2.85, value \$4.00.

All-wool Plaid Blankets—Anniversary Price \$5.95, value \$8.50.

All-wool Plaid Blankets—Anniversary Price \$6.95, value \$10.00.

#### TABLE LINENS, ETC.

60-inch Satin Finish Table Damask—Anniversary Price 29c a yard.

70-inch Satin Finish Table Damask—Anniversary Price 48c a yard, value 60c.

70-inch Irish Linen Table Damask—Anniversary Price 89c a yard, value \$1.25.

64 and 68-inch Half-bleached, all pure Linen—Anniversary Price 48c a yard, value 50c and 55c.

Neckties, size 5-8—Anniversary Price 60c a dozen, value 75c—at \$1.16 a dozen, value \$1.50—at \$1.68 a dozen, value \$2.00.

Pattern Table Cloths, all pure Linen, size 22x36, yards—Anniversary Price \$1.95, value \$2.75.

Crochet Bed Spreads, full size, slightly imperfect—Anniversary Price \$1.59, value \$2.00.

15-inch Absorbent Diaper, standard grade—Anniversary Price 17c, value 25c.

36-inch English Long Cloth—Anniversary Price 90c for 12-yard piece, value \$1.50.

Hemmed Turkish Towels—Anniversary Price 12c, value 17c.

Hemmed Turkish Towels, extra quality—Anniversary Price 28c, value 35c.

RIBBONS

All Silk Taffeta Ribbon, 2 inches wide, in black, white and all the wanted colorings—Anniversary Price 30c, regular price 40c a yard.

All Silk Brilliant Taffeta Ribbon, 5/8 inches wide, in black, white and all the wanted colorings—Anniversary Price 19c, regular price 25c a yard.

1,000 yards of Fancy Ribbons, 5 inches wide, in a splendid assortment of novelty effects, desirable for Hair Ribbons, Etc.—Anniversary Price 19c, regular prices 25c and 30c a yard.

Wash Ribbons, 5-yard pieces, in white, pink and blue—Anniversary Price: No. 1—5c a piece, value 6c; No. 1 1/2—6c a piece, value 8c; No. 2—8c a piece, value 10c.

INITIAL HANDKERCHIEFS 8c

Men's Japonette Handkerchiefs, with silk initials, all letters—Anniversary Price 35c, regular price 10c each.

#### CARPETS, ETC.

27-inch Napier Stair Carpet—Anniversary Price 35c, regular price 45c a yard.

100 Mottled Axminster Rugs, size 27x54 inches—Anniversary Price \$12.99, regular price \$17.50.

Two-part, Soft Top Mattresses, full size—Anniversary Price \$2.49, regular price \$3.25.

#### WINDOW DRAPERIES

Yard-wide Curtain Muslin, pretty patterns for Sash and Long Curtains—Anniversary Price 7/2c, regular price 10c a yard.

Opaque Window Shades, eight good colors—Anniversary Price 19c, regular price 25c each.

100 pairs of Ruffled Muslin Curtains, full length—Anniversary Price 35c, regular price 45c a pair.

Net Curtains, flat, with pretty resistance edging and inserting—Anniversary Price 79c, regular price \$1.00 a pair.

#### UMBRELLAS

Umbrellas, sizes 26 and 28-inch for Men and Women, piece-dyed taffeta covering—Anniversary Price \$1.50, regular price \$2.50.

Umbrellas for Men and Women, sizes 26 and 28-inch, all silk and yard-dyed taffeta covering—Anniversary Price \$2.99, regular price \$5.00.

#### CANDY DEPARTMENT

An Anniversary Special—Chocolates, including Butter Creams, Fruit Cakes, Cream Raisins, Coconut Squares, Belmont Coconut Creams—Anniversary Price 29c, regular price 40c a pound.

### MEN'S CLOTHING DEPARTMENT



Men's Furnishings

Men's Hats, including the celebrated "P. & M. Special Hat"—Men's Shirts, including the "Eagle Brand" Shirts—Men's "Frisbie" Collars, Men's Dress Gloves, Neckwear, Hosiery, etc.

We invite you to the Informal Opening Today of Spring Clothing and Furnishings for Men, Youths and Boys.

Our Spring showing of Men's Apparel surpasses any previous showing we have ever made. The completeness of our stock gives our "Men's Store" a standing that appeals to the best dressed men of Norwich as well as the men who wish to secure the best and finest that money will buy.

#### For the Easter Outfit

We are at your service. Clothing, Hats, Shirts, Neckwear, Hosiery, etc.

#### MEN'S AND YOUTH'S SUITS

Our Spring showing includes all the newest models—from the foremost makers in this country. You have our assurance of correct styles, high grade shape-keeping tailoring and a choice selection of fabrics.

We are exclusive agents for Norwich and vicinity for Browning, King & Company Clothing for Men and Young Men.

#### A WORD TO YOUNG MEN

We ask the Young Men who observe something distinctive to look over our Spring showing of fabrics from the well known "Royal Tailors." Suits built to your individual measures from the cream of all the season's woolen innovations—and yet built at a price that even the modest moderate wage-earner can cheerfully afford.

### BOYS' WEARING APPAREL

The Boy will want something new for Easter—a new Suit, new Top Coat, new Waist or Hat. Our Boys' Department was never better prepared than now to supply the newest ideas in Boys' Wear.

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|-----------------------|---------------------|-----------------------|---------------------|--------------------|
| Boys' Golf Caps       | Boys' Spring Hats   | Boys' Knickerbockers  | Boys' Russian Suits | Boys' Sailor Suits |
| Boys' Colored Blouses | Boys' White Blouses | Boys' Two-piece Suits | Boys' Reefers       | Boys' Top Coats    |
| Boys' Knee Trousers   | Boys' Bloomers      |                       |                     |                    |

### SPRING MILLINERY

Our Millinery Department is showing the greatest values and largest assortment of Trimmed Hats ever shown hereabouts. Women who come here for their Easter Hats will not be disappointed.

#### The Best \$3.98 Hats

We show the Best \$3.98 Hats to be had anywhere. Fully 100 Women's Fine Dress Hats at this price—every hat different—equal to hats sold elsewhere at \$5.00.

#### The Best \$5.00 Hats

We show the Best \$5.00 Hats that can be made. Fully 150 Fine Dress Hats at this price—every one a distinct design—equal to hats sold elsewhere at \$7.50.

Trimmed Outing Hats for Women, Misses and Children—a splendid showing—at 98c to \$2.89.

Untrimmed Hats for Women, Misses and Children—all the newest shapes and most fashionable colorings.

Children's Dress Hats—dainty creations—in a splendid assortment—at \$1.98 to \$4.98.

Women's Dress Hats, hundreds of newest Spring Models, and the prices are \$1.98, \$2.48, \$2.98 and up to \$25.00.

Flowers, Fancy Feathers, Ornaments, Etc.—in a splendid assortment.

### WOMEN'S SPRING APPAREL

SUPERB SHOWING OF NEW SPRING MODELS IN WOMEN'S SUITS, COATS AND DRESSES

Women's Spring Suits in newest Spring models, most stylish made before deciding upon your new Spring Suit or Coat you should see our selection.

#### WOMEN'S STYLISH SPRING SUITS

Materials and most fashionable colorings—splendid value Suits—

At \$15.00, \$20.00, \$25.00, \$27.50 and \$32.50

#### WOMEN'S SPRING WEIGHT COATS

Women's Spring Coats of wide-awake Cheviot, with long revers, trimmed collar and cuffs—also black, navy and white Storm Serges and Whipcords—

At \$15.00, \$17.50, \$20.00, \$25.00 and \$27.50

#### WOMEN'S NEW SPRING DRESSES

Women's Dresses in all the newest styles for Spring—Wash Dresses for street wear, Serge Dresses and dainty White Lingerie Dresses—

Women's Dresses in prices from \$2.25 to \$22.50

#### WOMEN'S NEW SPRING WAISTS

A splendid showing of New Models in Waists ranging from a big variety of styles in Tailored and Lingerie Waists at 89c all the way to dainty Silk Waists at \$5.00.

See our special showing of Waists at 89c

### Three Very Special Offerings for Today

\$1.50 Linon Waists at \$1.19

Women's White Linon Shirts and Waists—these are amongst the most desirable of this season's styles, and are in great demand at present—regular \$1.50 Waists at \$1.19.

\$4.50 Messaline Waists \$3.48

Women's new Spring styles of Messaline and Japanese Silk Waists with Dutch neck and short sleeves, trimmed with dainty lace in white, navy, tan, Copenhagen and gray—regular \$4.50 Waists at \$3.48.

Twenty-five Women's \$20.00 Tailored Suits at \$17.50

Women's smart Tailored Suits, newest Spring models, lined with fine quality Peau-de-Cygne, colors are navy, tan, Copenhagen and gray, sizes 14 to 38—these are regular \$20.00 Suits at \$17.50.

### A SERIES OF CELEBRATION SALES

**We Want You** to read this advertisement—Name for item—compare the advertised prices with the regular prices, and note the big savings. We guarantee that every reduction quoted is absolutely truthful.

**LOOK** for the Anniversary Specials. Every item will be prominently displayed on our counters and special price tickets will help you locate the Anniversary offerings.

#### WASH GOODS

All our Best Quality Dress Prints, including Indigos, Silver Grays, Black and White, Fancies and Light Shirts—Anniversary Price 50c, regular price 75c a yard.

Outing Flannel, in checks, stripes and plaids, 2 to 10-yard lengths—Anniversary Price 50c, regular price 75c a yard.

Dress Gingham, "Everett Classics", brand, medium and dark colorings, stripes, figures and dots, 19 to 20-yard lengths—Anniversary Price 65c, regular price 85c a yard.

36-inch Dress Cambric, in light and dark colorings, a big assortment—Anniversary Price 8 1/2c, regular price 10c a yard.

5,000 yards of newest spring designs, in 27-inch Dress Gingham—100 designs to select from—Anniversary Price 8 1/2c, regular price 12 1/2c a yard.

32-inch Zephyr Dress Gingham, in a big range of newest spring designs and colorings—Anniversary Price 10 1/2c, regular price 12 1/2c a yard.

LACE DEPARTMENT

Anniversary Offerings of Laces, Embroideries, Trimmings, Neckwear, Etc.

All Linen Cluny Lace Edgings, all widths—Anniversary Price 5c a yard, value 10c and 12 1/2c.

Battiste Bands, with Baby Irish Lace, all widths—Anniversary Price 25c a yard, value 50c and 75c.

Oriental Lace All-over, white, cream and ecru—Anniversary Price 59c a yard, value \$1.00.

Lace Gimpes, black, white and ecru, all sizes—Anniversary Price 98c, value \$1.50.

Black Lace All-over, silk embroidered for yoking—Anniversary Price 98c a yard, value \$1.50.

32-inch Tucked Net, white and ecru for yokes and collars—Anniversary Price 98c a yard, value \$1.50.

Hamburg Embroideries, Edgings and Insertings—Anniversary Price 5c a yard, value 10c.

Hamburg Embroideries in sets—Edgings and Insertings to match—Anniversary Price 19c a yard, value 25c to 50c.

18-inch Embroidered Plouncings, for waists and dresses—Anniversary Price 29c a yard, value 50c.

22-inch Embroidered All-over for waists, yokes, etc.—Anniversary Price 29c a yard, value 50c.

25-inch Embroidered All-over for waists, yokes, etc.—Anniversary Price 59c a yard, value 75c and \$1.00.

23 and 27-inch Embroidered All-over on cross-bar muslin, very desirable for lingerie waists—Anniversary Price 98c a yard, value \$1.50.

Silk Trimming Braids, black and colors, all widths—Anniversary Price 12 1/2c a yard, value 25c.

Women's Neckwear, including Silk Bows, Jabots, Etc.—Anniversary Price 12 1/2c, value 25c.

Made Vella, Shetland finish, in black, white and colors—Anniversary Price 59c, value \$1.00.

Chiffon Made Vells, 2 yards long and 1-yard wide, all colors—Anniversary Price 79c, value \$1.00.

#### KITCHENWARE DEP'T.

Plain, Thin, Blown Tumblers—Anniversary Price 42c, regular price 60c a dozen.

Nickle-plated Alarm Clocks, reliable in every way—Anniversary Price 59c, regular price 75c.

#### DRESS GOODS

36-inch, strictly All-wool Imperial Serge, 2 1/2-storing colorings—Anniversary Price 39c, regular price 50c a yard.

50-inch Suiting, white ground with black stripes—Anniversary Price 39c, regular price 50c a yard.

36-inch All-wool Storm Serge, with pencil stripes—Anniversary Price 39c, regular price 50c a yard.

42-inch All-wool Dress Goods, in plain and fancy weaves, newest styles and colorings—Anniversary Price 59c, regular price 75c a yard.

50-inch Suiting Serges, in black and navy—Anniversary Price 79c, regular price \$1.00 a yard.

42-inch All-wool Poplin, in ten of the most popular spring colorings—Anniversary Price 79c, regular price \$1.00 a yard.

42 and 45-inch All-wool Novelty Dress Goods, new spring designs—Anniversary Price 79c, regular price \$1.00 a yard.

#### NEW SILKS

21-inch Striped Japanese Silk, washable—Anniversary Price 29c, regular price 39c a yard.

27-inch Striped Silk Vails, washable, Anniversary Price 29c, regular price 39c a yard.

27-inch Striped Silk Eolienne, washable—Anniversary Price 29c, regular price 39c a yard.